

JUN 18 1925

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THE SIREN OF SEVILLE

Photoplay in 7 reels

Story by H. H. Van Loan

Directed by Jerome Storm and Hunt Stromberg

Author of the photoplay (under section 62)  
Hunt Stromberg ~~Productions Inc.~~ of U.S.

*Corporation*

JUN 18 1925

Washington, D. C.

Register of Copyrights  
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following  
named motion picture films deposited by me for registration of  
copyright in the name of Hunt Stromberg Productions, Inc.

Siren of Seville - 6 reels

Beyond the Border - 5 reels

Respectfully,

FULTON BRYLAWSKI

The Hunt Stromberg Productions, Inc.  
hereby acknowledges the receipt of two copies each of the  
motion picture films deposited and registered in the Copyright  
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
Siren of Seville	6-18-15	©CLL 21572
Beyond the Border	"	©CLL 21573

JUN 19 1925 - 12<sup>10</sup>

The return of the above copies was requested by the said  
Company, by its agent and attorney on the 18th day of  
June, 1925 and the said Fulton Brylawski for himself, and as  
the duly authorized agent and attorney of the said Company,  
hereby acknowledges the delivery to him of said copies, and  
the receipt thereof.

*F. Brylawski*

JUN 25 1925

Maps on this order too large to be entirely included in one exposure are filmed clockwise beginning in the upper left hand corner, left to right and top to bottom as many frames as required. The following diagrams illustrate the method.

<b>1</b>	<b>2</b>
<b>3</b>	<b>4</b>

<b>1</b>
<b>2</b>

<b>1</b>	<b>2</b>	<b>3</b>
<b>4</b>	<b>5</b>	<b>6</b>
<b>7</b>	<b>8</b>	<b>9</b>



Never have you had a bigger box-office-drawing card than this—a magnificent production with one of the greatest stars in pictures.

©CL 21572

PRESS SH

ON

# "The Siren of Seville"

PRODUCERS DISTRIBUTING CORPORATION, 469 FIFTH AVENUE, NEW YORK

## Dynamic Priscilla Dean, as Stars in the Greatest Film Exotic, Colorful Roman

### A Little Bit About Them

#### PRISCILLA DEAN:

Was born and educated in New York City. Appeared on the stage since the age of two in vaudeville, stock and repertory. Began in pictures with the old Biograph company and was induced by Carl Laemmle to come to Universal City. Greatest starring vehicles include "The Conflot," "Wild Honey," "Drifting," "Reputation," "Under Two Flags," "Outside the Law," "The Flame of Life," "The White Tiger," "The Storm Daughter," "The Virgin of Stamboul" and "The Wildcat of Paris."

#### ALLAN FOREST:

Born in Brooklyn, N. Y. Stage career in stock in Cleveland and Baltimore, Md. Latest pictures include "Long Live the King," "The Man Between," "Wandering Daughters," "A Noise in Newboro." Last seen as leading man for Mary Pickford in "Dorothy Vernon of Haddon Hall." Has black hair and brown eyes.

#### STUART HOLMES:

Born in Chicago. Educated at the Art Institute. Stage career with Henry E. Dixey in "Mary Jane's Pa." Multitude of pictures include "Four Horsemen of the Apocalypse," "Prisoner of Zenda," "Under Two Flags," "Rich Men's Daughters." Has red hair and green eyes.

#### CLAIRE de LOREZ:

Is a new prize vamp who jumped into prominence in "Three Weeks." Called by Elinor Glyn "the most exotic woman of the screen."

#### MATHEW BETZ:

Born and educated in St. Louis. Stage experience, dramatic musical comedy and vaudeville. Pictures include "Mr. Old Kentucky Horse," "Lucky," "Burn 'Em Up Barnes," "Love's Whirlpool," "Those Who Dance."

#### BERT WOODRUFF:

Born and educated in Peoria, Ill. For seven years in dramatic productions. Pictures include: "Children of the Dust," "The Isle of Lost Ships,"

"Daddy," "Making a Man," "Noise in Newboro," "Watch Your Step," "The Rosary." He is a character man; has blue eyes and grey hair.

#### HUNT STROMBERG, Producer and Director:

Youngest producer in the industry. Former newspaperman. Began in pictures as director of publicity and advertising for Goldwyn and later for Selznick. Then became personal representative for Thomas Ince. Then resigned and set up as a producer. Put out a series of comedy dramas, Doris May and then the Bull Montana comedies. Is now one of the most successful of the independent producers of features.

#### H. H. VAN LOAN, Author:

Born in Athens, N. Y. Educated at Yale prep and Columbia. Three years publicity manager for Universal. Started the first moving picture column in New York City in 1914, in the New York Globe, also in 200 other newspapers. Among the screen stories he has written are: "The Virgin of Stamboul," "The Great Redeemer," "Blue Streak McCoy," "The Wonderful Chance," "Fightin' Mad," "The Breaking Point," and "The Sage Brush Trail."

#### JEROME STORM, Director:

Born and educated in Denver, Colorado. Stage career with James O'Neill, Robert Edson, Olga Netherole, New York Productions, stock. Pictures he directed include: "The Rosary," "Her Social Value," "Arabian Love," "Honor First," "A California Romance," "Truxton King," "Good Bye Girls," and "Madness of Youth."

#### SOL POLITO, Cameraman:

Born in Palermo, Sicily, and educated in Italy and New York. Early career, still photographer, developer, projector. Among the pictures he has photographed are "The Roof Tree," "Trimmed," "The Loaded Door," "Mighty Like A Rose," "The Bishop of the Ozarks." He is a member of American Society of Photographers.

HUNT STROMBERG AND CHARLES R. ROGERS

PRESENT

PRISCILLA DEAN

IN

### "THE SIREN OF SEVILLE"

Story by  
H. H. VAN LOAN

Photographed by  
SOL POLITO

Directed by JEROME STORM AND HUNT STROMBERG  
Entire Production Under Personal Supervision of HUNT STROMBERG  
Released by the Producers Distributing Corporation

#### THE CAST

Dolores	Priscilla Dean
Gallito	Allen Forrest
Cavallo	Stuart Holmes
Ardita	Claire Delorez
Palomino	Bert Woodruff
Pedro	Mathew Betz

### A SUMPTUOUS PHOTOPLAY



Here's  
One,"  
tile, viv  
—in the  
Exotic



S SHEET

ON

# en of Seville"

CORPORATION, 69 FIFTH AVENUE, NEW YORK CITY.

n, as *Ravishing Senorita*,  
t Film of Her Career—An  
Romance, *Elaborately Staged*

S PHOTOPLAY, MAGNIFICENTLY PRODUCED!

It Eclipses Anything of Its Kind  
In the History of the Screen

HUNT STROMBERG and  
CHARLES R. ROGERS present

# Priscilla Dean in The Siren of Seville"

Story by H. H. VAN LOAN

DIRECTED BY

JEROME STORM and HUNT STROMBERG  
ENTIRE PRODUCTION UNDER PERSONAL SUPERVISION OF  
HUNT STROMBERG

Here's "The Fiery  
One," dynamic, vola-  
tile, vivid, fascinating  
—the Season's Most  
Exciting Love-Drama



In the field of tem-  
pestuous, emotional his-  
trionic art, Priscilla  
Dean has no equal. This  
photoplay surpasses  
anything she has ever  
done.

(Take these stories to your Editor  
before you run the picture)

## "THE FIERY ONE" IS COMING BACK

"The Siren of Seville" Stars  
Priscilla Dean in Vivid  
Role.

### A TEMPESTUOUS SENORITA

All the Temperament of the  
Latin Pace Reflected in  
Her Portrayal.

Theatre-goers who recall "The Vir-  
gin of Stamboul," "The Wildcat of  
Paris," "Outside the Law" and other  
memorable Priscilla Dean triumphs  
of a season or so ago will welcome  
the announcement that this dynamic  
star will be seen at the .....  
Theatre next ..... in "The  
Siren of Seville," the first of her own  
productions and a picture that is said  
to reveal the fiery Priscilla Dean of  
old.

"The Siren of Seville" was written  
especially for the star by H. H. Van  
Loan, author of "The Virgin of Stam-  
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cesses, and offers Miss Dean the  
most vivid and colorful role of her  
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esque background of modern Spain a  
tale of adventure, thrills and romance  
is woven so skillfully that interest is  
held in a vice-like grip from the novel  
and humorous opening to the great  
climax—one of the most nerve-tin-  
gling thrills the screen has offered in  
many months.

Aside from its purely entertainment  
features, the careful reproduction of  
the manners and customs of modern  
Seville and the authentically con-  
structed background of unusual lav-  
ishness lend additional interest to the  
production.

As played by Priscilla Dean, "The  
Siren of Seville" is no ordinary  
screen vamp, but a dashing, ardent,  
impetuous senorita, who intrigues, to  
be sure, but who fights with all the  
spirit of her race to protect the man  
she loves.

Allan Forrest as Gallito, the young  
toreador, duplicates his success in  
"Dorothy Vernon of Haddon Hall,"  
while Stuart Holmes, Claire de Lorez,  
Bert Woodruff and Mathew Betz con-  
tribute effective portrayals. Jerome  
Storm and Hunt Stromberg directed,  
and Sol Polito is credited with the  
unusually lovely camera effects.

"The Siren of Seville" is a Hunt  
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by Producers' Distributing Corpora-  
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"Siren of Seville"

Born and educated in Peoria, Ill. For seven years in dramatic productions. Pictures include: "Children of the Dust," "The Isle of Lost Ships."

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Dolores and Gallito, conscious of their real love, are carried triumphantly on the shoulders of half the cheering populace, while the other half, having learned the truth, storm the box where Cavallo and Ardita fall in their attempt to escape.



Dean in the stellar role, is all that the title implies—a pulse-quicken- ing, exotic romance of Sunny Seville in- volving a passionate Carmen type of heroine and the real kings of Spanish people—the monarchs of the bullring. It is said to be a stupendously mag- nificent production.

Allan Forrest, who made a great success as Mary Pickford's leading man in "Dorothy Vernon of Haddon Hall"; Stuart Holmes, villain en- premo, Claire de Lorea, a new screen vamp, Bert Woodruff, and Mathew Betz complete the brilliant cast.



HUNT STROMBERG and  
CHARLES R. ROGERS present

# Priscilla Dean in The Siren of Seville

Story by H. H. VAN LOAN

DIRECTED BY

JEROME STORM and HUNT STROMBERG

ENTIRE PRODUCTION UNDER PERSONAL SUPERVISION OF  
HUNT STROMBERG

Here's "The Fiery  
One," dynamic, vola-  
tile, vivid, fascinating  
—In the Season's Most  
Exotic Love-Drama



ed Romance laid in the Picturesque City of Bull-Fights

Where blood runs hot and much is risked  
for a soft glance from dark eyes

PITOL THEATRE — ALL WEEK

Four-Column Ad Cut No. 6

## PICTURE TIC ROMANCE

re nificent production, on which neither  
se money nor constructive brains have  
y. been spared to achieve the very acme  
s. of excellence. The story is by H. H.  
es Van Loan, who wrote Miss Dean's  
a two previous triumphs, "The Virgin  
of Stamboul," and "The Wildcat of  
Paris."

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sh-preme, Claire de Lorez, a new screen  
ag, vamp, Bert Woodruff and Mathew  
Betz complete the brill- ant cast.

## NO BOBBED HAIR FOR PRISCILLA

Imagine The Virgin of Stamboul  
with bobbed hair! Or "The Siren of  
Seville" with shingled tresses!

Then you will understand why  
Priscilla Dean insists on wearing her  
hair in its natural state.

Although "to bob or not to bob"  
seems to be the question before the  
house of feminine filmdom at the pres-  
ent time, Miss Dean remains calm and  
contented while the battle rages.

Although by nature the typical  
American girl, Priscilla Dean has ap-  
peared as such in but three pictures  
during her entire career. In her most  
popular characterizations a full length  
head of hair was a requirement of  
each part.

Should she bob her hair, she would  
either have to change the type of pic-  
tures in which she appears or wear a  
wig. As there is no room for artifi-  
ciality in her disposition, the wig  
would never do, and as she is very  
well satisfied with the type of picture  
in which she is now being starred, it  
is not likely that a change will be re-  
sorted to.

"The Siren of Seville," now playing  
at the Theatre, proves the wisdom of long tresses, at least in  
Priscilla's case, for her locks are piled  
high in a coiffure that adds much to  
the charm that no mere man could  
resist.

The Siren of Seville Stars  
Priscilla Dean in Vivid  
Role.

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"The Siren of Seville" is a Hunt  
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by Producers' Distributing Corpora-  
tion.

## "Siren of Seville" Is Elaborate and Spectacular Film

All the glamour of old Spain, all the  
romance of love-mad nights, all the  
passion that throbs in Latin breasts  
have been injected into "The Siren of  
Seville," Priscilla Dean's first Hunt  
Stromberg production for Producers'  
Distributing Corporation, which is to  
be the special attraction at the Theatre next.

To see "The Siren of Seville" is to  
be transported from this hum-drum  
eternally busy world to a country of  
eternal love.

Few screen plays have had such a  
colorful and authentic background as  
this fiery romance. Not only has Se-  
ville been reproduced for the picture,  
but the highways and byways of pro-  
vincial Spain serve as the setting for  
some of the most thrilling action.

One of the outstanding features of  
"The Siren of Seville" is the bull-  
fight. For the first time in the his-  
tory of the screen authentic scenes  
of Spain's national sport are shown.  
This is not faked action, but the gen-  
uine thing, especially staged for the  
camera by a retinue of professional  
matadors from Mexico City and Se-  
ville. Moreover, these skilled per-  
formers were able to enact such a  
thrilling sequence without bloodshed  
either to the animals or themselves.

In the title role Priscilla Dean gives  
the most effective performance of her  
brilliant career. The role offers her  
as colorful a characterization as "The  
Virgin of Stamboul" afforded her,  
and she takes advantage of it with a  
riper, better rounded knowledge of  
her art than she possessed when she  
starred in the earlier success.



*Two-Column Production Cut No. 1*

## H. H. Van Loan Gives Advice To Aspiring Scenario Writers

**GREAT BULLFIGHT  
IN DEAN PICTURE**

Now we know why Priscilla De  
has been noticeably absent from the



# Exotic Love-Drama Story of a Primitive Woman

before your play date)  
**REDUCE?**  
**THIS METHOD**

a story with plenty of action. For example, in my portrayal of "The Siren of Seville" I of Madrid in fall from a tree, do a nautical dance, drive a team of five Spanish horses through the twisting streets of Seville, climb the side of a building, engage in a knife fight with Mathew Betz, and a hair pulling contest with Claire de Lorez, and finally wrestle with a trio of fire eating bulls. "If you can, I can guarantee that of the picture lost the specified weight!" It is hard to increase of slimmness be any notion of the result of Miss Dean's kind of Seville" comes to the "The Siren of Seville" theatre for a run next

**"SIREN OF SEVILLE"**  
**THE SIREN OF SEVILLE**

"The Siren of Seville," Priscilla Dean's latest production laid in its run a colorful production laid in a cold town of bullfights and centers about the love of a dashing Senorita for sweetheart. The brilliant supporting cast includes Stuart Holmes, Allan Forrest, Stuart Holmes and Bert Woodruff. Mathew Betz, author of Priscilla Dean's previous triumph "The Virgin of Stamboul" directed. Storm and Her

**A SURE-FIRE WIN TO BRING 'EM IN**



**VIEW**  
**W/S**

Priscilla Dean Is Back in Old Form in "The Siren of Seville." Now we know

**Capitol Theatre**

**PRISCILLA DEAN**

FOR  
YOUR  
SHORT  
SUBJECTS

*The*  
**SIREN OF SEVILLE**

By H. H. VAN LOAN

A Glamorous Story of Love, Passion, Ambition and Jealousy

GRIPPING DRAMA THAT BUILDS UP TO AN  
EXTRAORDINARY CLIMAX!

**ALL THIS WEEK**

Two-Column Ad Cut No. 3

An Interest-Getting Advance Reader  
For Your Program.

**PRISCILLA DEAN in**  
**"The Siren of Seville"**

From the story by H. H. Van Loan

The two women fought like tigresses—Dolores the idol of Seville and Ardita the dancer. There was no limit to their fury.

Dolores was fighting for her freedom; she bit, she

(Stories to be used during the run of the picture)

**HE FOOLED EVEN  
THE NATIVE SONS**

**Allan Forrest Assumes Spanish  
Mannerisms With  
Costume.**

Studying the traits and mannerisms of men of all nations, delving into books to learn the idiosyncrasies and costumes of the aristocracies of Europe, has been but part of Allan Forrest's daily work for the past two years.

Such a study was thrust upon Mr. Forrest by the fact that directors and producers insist on casting him as a foreign hero, as witness his characterizations of Nikky in Jackie Coogan's "Long Live the King" and Sir John Manners in Mary Pickford's "Dorothy Vernon." In both of these roles the critics agreed that he was "the perfect type," and his deft portrayal in each case proved the value of his study.

Now, his characterizations of foreign-type leading men have been broadened by his interpretation of Gallito, the matador, opposite Priscilla Dean in "The Siren of Seville," her first Hunt Stromberg production, which is now showing at the Capitol Theatre, and he proves without a doubt that his knowledge of Spaniards is perfect.

During the production of the picture Mr. Forrest, dressed in character, was seated in a player's chair waiting for the director's call. Two Spanish newspaper men who were visiting the studio approached him and began a conversation in Spanish. His consternation was not long suffered, however, for Senor Manuel de los Rios, a professional bull-fighter from Seville and tutor to Allan of the technique of the arena, came to his rescue. The exactness of his costume and his native mannerisms had fooled even the newspaper men.

Other members of Priscilla Dean's supporting cast in "The Siren of Seville" in addition to Allan Forrest are Claire de Lorez, Stuart Holmes, Mathew Betz and Bert Woodruff.

**Priscilla Dean Is  
Unlike Any Other  
Screen Vampire**

"The Empress of Elemental Emotions."

Of all the women in the films, Priscilla Dean is the one star to whom that epithet may be applied.

In "The Siren of Seville," the H. H. Van Loan story now being shown at the Capitol Theatre, every phase of Miss Dean's dynamic personality is displayed.

As The Siren she is unlike any other vampire portrayed on the screen. She uses her femininity as any other woman to enmesh men, but there is nothing feminine about her wrath. She never strikes through her power to charm. She vents her fury in the harder way of wielding a dagger or pitching in "man-to-man."

**CAPITOL**





# H. H. Van Loan Gives Advice To Aspiring Scenario Writers

(Editor's Note: Mr. Van Loan is author of more than forty big photoplay successes, including "The New Moon," "Fightin' Mad," "The Great Redeemer," "The Breaking Point," "The Virgin of Stamboul," "The Drivin' Fool" and "The Clean Up." His recent success is "The Siren of Seville," Priscilla Dean's first Hunt Stromberg production, which is now showing at the ..... Theatre. He has written this article for the purpose of aiding those who are seeking to write for the screen. They are interesting little "tips" and should be read carefully by the aspiring writer, for they are things he has learned in his long experience of writing photoplays and short stories.)

## B. H. H. VAN LOAN

There has never been a time when the producers were so eager to get good material as they are today. There has never been such a large theatre-going public as there is at present. This is because we are all tired of the same old same old our ancestors were. Therefore our demand for relaxation is much greater. We need to relax in order to forget ourselves. A picture that can make us do that is a good picture. We want to lose ourselves in the land of make-believe. A story that has plenty of thrills and suspense is sure to be a success. Make note of that fact and don't forget it. The public loves to be thrilled.

Remember, too, that your story must appeal to the feminine portion of an audience. If it has no feminine appeal it is doomed to certain failure.

Suspense is hope plus fear. If you are a student of the screen you will note its importance in every story. Your audience wants to hope that something will happen and be afraid that it will not.

Give your audience something to remember, something to think about and talk about after leaving the theatre. They are talking about that runaway elevated train in "Nellie, the Beautiful Cloak Model." I put it in the story because I realized that, after all, the majority of us never outgrow our childhood. We get a "kick" out of seeing someone in danger, even though we know what the ultimate outcome will be. I am confident that Gallito's danger in the bull ring and Madrid's mad dash to the rescue in "The Siren of Seville" will thrill any audience in the world, even though they sense the fact that all will end happily.

Don't preach any doctrine and refrain from making your story appear as propaganda. People go to the churches when they want sermons and attend lectures when they wish to fill up on any particular subject. They go to the theatre to be amused.

Those who are eager to write should study life. Life is very interesting, yet so amusing. It deceives you and misleads you.

Very few plays lack vital love interest. Love is the greatest demand of the human heart, and a story which lacks this element stands at a disadvantage in the market.

If you write two or three years without selling a story don't get discouraged. Just look at the fun you've had. But, more important than all else, look at the mental training you've received. Actually the writer gets more real enjoyment out of creating his yarn than the audience does in seeing it. That is because every character has been alive to him. He knows all about them. They are pawns on his chessboard of life. If I had never sold a story I would still keep on writing.

Here's something that should interest the amateur writer who has grown discouraged because he has not sold his story after submitting it to two or three producers. I wrote "The Siren of Seville" over a year ago. It was intended for Priscilla Dean, and I felt that it would be a greater success than "The Virgin of Stamboul," which I wrote for her some time ago. Because of unforeseen circumstances relative to the star and her producers I was unable to dispose of the script to her at that time.

When the manuscript was returned to me I decided to tuck it away in a safe place and submit it to her again at some later date. A few months ago she announced that she intended to make her own productions. I submitted the story to her again. She was quite as enthusiastic as before, but explained that she could not afford to spend so much money on a production.

But instead of carrying out the plan of her own production she signed a new contract with Hunt Stromberg, a

young producer, to star in a series of four special productions. Immediately I resubmitted "The Siren of Seville" and submitted it to Stromberg. A few days later he bought it.

I spent two months in writing "The Siren of Seville." I was three weeks in deciding upon an appropriate title for the story. But my time was rewarded, because I eventually sold it and to the star for whom I wrote it, and this despite the fact that it took me a year to consummate the sale. An amateur writer would probably have become discouraged after the first or second rejection.

"The Dean's last production terminates its run at the Theatre tonight. It is a colorful production laid in the town of the lights and centers about the love of the dashing Senorita and her toreador sweetheart. The brilliant supporting cast includes Stuart Holmes, Allan Forrest, Stuart Holmes, Claire de Lorez, Mathew Betz, Bert Woodruff. H. H. Van Loan, author of Priscilla Dean's previous triumph "The Virgin of Stamboul," wrote the story. Jerome Storm and Hunt Stromberg directed.

A SURE-FIRE WINNER! WINK CARD BRING 'EM IN



## REVIEWS

### "Siren of Seville" Is Great Picture

Priscilla Dean's New Starring Vehicle a Thrilling Story.

If you seek entertainment with a punch and with plenty of romance and heart appeal into the bargain you will make no mistake in putting down "The Siren of Seville" on your must-see list.

Priscilla Dean, more dynamic and fiery and appealing than in even "The Virgin of Stamboul," "The Wildcat of Paris" and "Outside the Law," her memorable successes, is the star of this unusual screen drama, which opened an engagement of ..... at the ..... Theatre yesterday.

"The Siren of Seville" is a typical H. H. Van Loan story of action and thrills, romance and adventure, and in bringing it to the screen directors Jerome Storm and Hunt Stromberg have provided theatregoers with one of the fastest moving film plays that have been shown in several changes of season. There is an especial interest in the production because it is laid in modern Spain and all the picturesqueness of that Latin country has been injected into the picture. A bullfight, with all the thrills and colorful ceremony of such a sport as it is staged in Seville, but with the bloody side pleasingly absent, forms the background for the novel and tensely gripping climax.

Priscilla Dean's work is more vivid than anything she has done, while Allan Forrest as the dashing but weak-willed young matador, is strikingly effective. Other members of the cast who deserve special mention include Stuart Holmes, Claire de Lorez, Bert Woodruff and Mathew Betz. Sol Polito deserves a share of commendation for his splendid camera work.

The "Siren" is our idea of perfect entertainment. Few films have equalled it.

### Priscilla Dean Is Back in Old Form

Dynamic Star Has Colorful Role in "The Siren of Seville."

Now we know why Priscilla Dean has been noticeably absent from the screen for the past half dozen months or so!

She's been building up energy and vitality so that she could burst forth on the screen again with all the fire and pep she displayed in "The Virgin of Stamboul," "The Wildcat of Paris," "Outside the Law" and other triumphs.

At least she has accomplished the first of her new productions, which opened a ..... engagement.

This picture, which is unquestionably the most elaborate and spectacular production in which she has appeared under a new contract, is her first production starring contract. Her enthusiasm for the work certainly reflected in "The Siren" and wholesome effort especially for "The Siren of Seville" was written by H. H. Van Loan. Against "The Virgin of Stamboul," an unusual and at times pictorial action story of arm-of-nd romance, with plenty of good measure of seat-grIPPING thrills.

Certainly feature offerings have held audiences so yesterday. Out as did this picture followed another breath-taking thrasher until the climax. And what a climax across the screen!

We are not mean enough to give away. Consider, however, that it is Seville, with a huge arena, spectators for thousands of cheer! It presents a background—and the history of a situation unique in the history of melodrama.

If you miss this one you'll be cheating yourself!

(Take this to your editor during the run of the picture)

## GREAT BULLFIGHT IN DEAN PICTURE

One usually thinks of a bullfight as a rather bloody affair, but Hunt Stromberg in producing "The Siren of Seville," Priscilla Dean's starring production now playing at the ..... theatre, has managed to catch all the thrills and color of the famous Spanish sport without displaying the more brutal side of such an affair.

According to Spanish custom, every bullfight is preceded with a colorful ceremony of which the American knows little, but which Stromberg has succeeded in staging with all its glamour and picturesqueness.

At the Thomas H. Ince Studio an elaborate reproduction of the famous Torero in Seville was constructed. A vast amount of research work was necessary to assure authenticity in building such a setting, as well as in staging the imposing spectacle, "El Passo de las Quadrillas," or "March of the Bullfighters," and the various

unusual details in connection with Seville bullfights. In this Stromberg was aided by Senior Manuel de Los Rios, a professional toreador from Seville. Senior Rios also assisted in the making of the various costumes for the alguaciles, or police officers, the picadors, matadors, toreadors and ring attendants, or wise monkeys.

Three prize bulls, the product of a famous hacienda in Mexico, were secured for the actual bullfighting, and so skilled was Senior Rios that he staged some unusually thrilling scenes for the camera without once resorting to brutality towards the animals.

"The Siren of Seville" is a spectacular drama of a Spanish girl who loves and fights for her love with all the ardor of her race.

The splendid supporting cast seen in support of Miss Dean includes Allan Forrest, Stuart Holmes, Claire de Lorez, Mathew Betz and Bert Wood-

## COMING SOON



## THE CAPITOL THEATRE

Two-Column Ad Cut No. 4



AVE .....

"The Siren of Seville," Priscilla Dean's latest production, is a vehicle terminating its run at the Theatre tonight. It is a colorful production laid in about the love, bullfights and centers and her tores of a dashing Senorita. The brilliant supporting cast includes Stuart Holmes, Allan Forrest, Mathew Betz, Claire de Lorez, H. H. Van Loan and Bert Woodruff. Dean's previous triumph "The Virgin of Stamboul" was written by the story. Jerome Storm and Hunt Stromberg directed.

A SURE-FIRE WINNER  
SHOW CARD  
TO BRING 'EM IN



E W S

Priscilla Dean Is  
Back in Old Form

Dynamic Star Has Colorful Role  
in "The Siren of Seville."

Now we know why Priscilla Dean has been noticeably absent from the screen for the past half dozen months or so!

She's been holding out on us—storing up energy and vitality so that she could burst forth on the screen again with all the fire and pep she displayed in "The Virgin of Stamboul," "The Wildcat of Paris," "Outside the Law" and other triumphs.

At least she has accomplished that result in "The Siren of Seville," the first of her own productions, which opened a ..... engagement at the ..... Theatre yesterday.

This picture is unquestionably the most elaborate and spectacular production in which she has appeared. Incidentally it is her first production under a new starring contract. Her present screen work certainly reflects her enthusiasm and wholehearted effort.

"The Siren of Seville" was written by H. H. Van Loan, who also wrote "The Virgin of Stamboul." Against an unusual and at all times picturesque background Mr. Van Loan has woven an action story and romance, with plenty of arm-of-our-seat-gripping thrills.

Certainly few of the recent screen offerings have held audiences so interested as did this picture as breath-taking thrill her until the climax lay across the screen.

mean enough to give it, however, that it happens—a huge arena in thousands of cheering a background—and that situation unique in the en melodrama. If you miss this one you'll be cheating yourself!



# "The SIREN OF SEVILLE"

By H. H. VAN LOAN

A Glamorous Story of Love,  
Passion, Ambition and Jealousy

GRIPPING DRAMA THAT BUILDS UP TO AN  
EXTRAORDINARY CLIMAX!

ALL THIS WEEK

Two-Column Ad Cut No. 3

An Interest-Getting Advance Reader  
For Your Program.

## PRISCILLA DEAN in "The Siren of Seville"

From the story by H. H. Van Loan

The two women fought like tigresses—Dolores the idol of Seville and Ardita the dancer. There was no limit to their fury.

Dolores was fighting for her freedom; she bit, she scratched, she tore; for Ardita, spurned by Gallito and insanely jealous, had locked her in so that she could not go to warn him of his danger.

Suddenly Dolores found the key. She ran madly through the streets of Seville to the arena where Gallito, already losing consciousness from the poison, was facing his first bull.

She saw her lover sway; she saw the bull ready to charge. With a wild cry she dashed into the arena, grasped the sword for the kill and then—

But to tell you more would be to deprive you of one of the greatest thrills ever screened. This scene and others equally gripping make "The Siren of Seville" one of the most unusual photoplays it has been our privilege to show you. It will be shown for ..... beginning next .....

## Complete Trailer Information

National Screen Service, Inc., furnishes good trailers on all P. D. C. pictures.

On all releases National Screen Service has a Service Trailer consisting of main title and 75 feet of carefully selected scenes. This costs \$5.00, and \$1.50 refund is allowed if you return the trailer within two weeks of shipment.

You can secure a regular trailer service from National Screen Service on all productions at the cost of \$25 monthly.

The following P. D. C. exchanges have these trailers in stock: Denver, Seattle, Atlanta, Dallas, Minneapolis and Omaha.

Ask the booker at any of these exchanges.

Or order direct from any of the following offices of

THE NATIONAL SCREEN SERVICE

126 West 46th St.,  
New York City

845 South Wabash Avenue,  
Chicago, Ill.

284 Turk Street,  
San Francisco, Cal.

917 South Olive St.,  
Los Angeles, Cal.

Wire or Write—Giving Exact Play Dates.

of his study. Now, his characterizations of foreign-type leading men have been broadened by his interpretation of Gallito, the matador, opposite Priscilla Dean in "The Siren of Seville," her first Hunt Stromberg production, which is now showing at the Theatre, and he pro... without a doubt that his knowledge of Spaniards is perfect.

During the production of the picture Mr. Forrest, dressed in character, was seated in a player's chair waiting for the director's call. Two Spanish newspaper men who were visiting the studio approached him and began a conversation in Spanish. His consternation was not long suffered, however, for Senor Manuel de los Rios, a professional bull-fighter from Seville and tutor to Allan of the technique of the arena, came to his rescue. The exactness of his costume and his native mannerisms had fooled even the newspaper men.

Other members of Priscilla Dean's supporting cast in "The Siren of Seville" in addition to Allan Forrest are Claire de Lorez, Stuart Holmes, Mathew Betz and Bert Woodruff.

Priscilla Dean Is  
Unlike Any Other  
Screen Vampire

"The Empress of Elemental Emotions."

Of all the women in the films, Priscilla Dean is the one star to whom that epithet may be applied.

In "The Siren of Seville," the H. H. Van Loan story now being shown at the ..... Theatre, every phase of Miss Dean's dynamic personality is displayed.

As The Siren she is unlike any other vampire portrayed on the screen. She uses her femininity as any other woman to enmesh men, but there is nothing feminine about her wrath. She never strikes through her power to charm. She vents her fury in the harder way of wielding a dagger or pitching in "man-to-man."

CAPITOL



Hunt Stromberg  
and  
Charles Rogers  
present

## PRISCILLA DEAN in The SIREN of SEVILLE

By H. H. VAN LOAN

The Colorful Drama of a  
Fiery Spanish Maiden

To Win Back Her Tor-  
eador from the Silken  
Meshes of a Luring  
Vampire, She Played  
With Love and Dallied  
With Intrigue.

BEGINNING .....

One-Column Ad Cut No. 1



# Magnificent In Its Beauty—Tita An Epic of Emotion Sweeping



"THE SIREN OF SEVILLE"

RELEASED BY  
PRODUCERS DISTRIBUTING CORPORATION

One Col. Scene Cut No. 2

## CLAIRE DE LOREZ IS NEWEST "RAGE"

Out in California they are calling Claire de Lorez the present rage of Hollywood. Her bizarre personality has captured the fancy of the inhabitants of filmland quite as effectively as it has screen fans.

Her striking performance as the gypsy companion of the king in Elinor Glyn's "Three Weeks" is responsible for her immediate recognition. To quote Mrs. Glyn, "Claire de Lorez is the most voluptuous woman in the films. She has to a superlative degree that intangible quality of the lover, indispensable to screen heroines and heroes, that something beyond mere looks or the attribute commonly known as 'appeal' which makes Peggy Hopkins Joyces, Gloria Swansons and Rudolph Valentinos."

Claire de Lorez is a San Francisco girl. Upon her graduation from Madame's Academy of the Sacred Heart, she entered the University of California, later completing a special course at the California Institute of Art.

Miss de Lorez is a student of the women of the world, and her spare moments are given to studying the mannerisms and traits of the interesting women of history. This may be partly accountable for her rapid rise in the silent drama. Although only a newcomer in Hollywood, with but six pictures to her credit, her progress has been unbelievable. Within a year her stipend has gone from \$50 to \$500 a week.

In "The Siren of Seville," Priscilla Dean's first Hunt Stromberg production, which is now being shown at the Theatre, Miss de Lorez has the outstanding role of her meteoric career.

(Take this story to the Editor during the run of the picture)

## LOVELY PRISCILLA STAR OF NEW FILM

"The Siren of Seville" Shows  
Her as Fiery, Dashing  
Idol of Spain.

Priscilla Dean, whose latest starring vehicle, "The Siren of Seville," is now being shown at the Theatre, has been called by a world-famous critic "one of but six real actresses in the silent dramatic field." Her remarkable transitions from seductive femininity to tigerish fierceness and fighting action and her amazing versatility have made her the screen's prototype of feminine fighting courage.

Miss Dean's consummate artistry is the result of a lifetime of experience. She made her first appearance in pictures with the old Biograph Company following wide experience in stock, vaudeville and Broadway shows dating back to when she was but two years of age.

Her early tutor was her mother, May Preston Dean, formerly one of the leading stars of the theatrical world.

Carl Laemmle saw several of Priscilla's earlier efforts, and, recognizing her latent ability, he induced her to join his players at Universal City. She started playing major parts and leading roles in comedies, serials and features, and her success came steadily on a tide of continuous public praise.

Among her greatest starring vehicles are "The Conflict," "Wild Honey," "Drifting," "Reputation," "Under Two Flags" and "Outside the Law," in which she thrilled the movie patrons of the entire world.

In the several years in which she has been a star each of her productions has been a greater triumph than the preceding one.

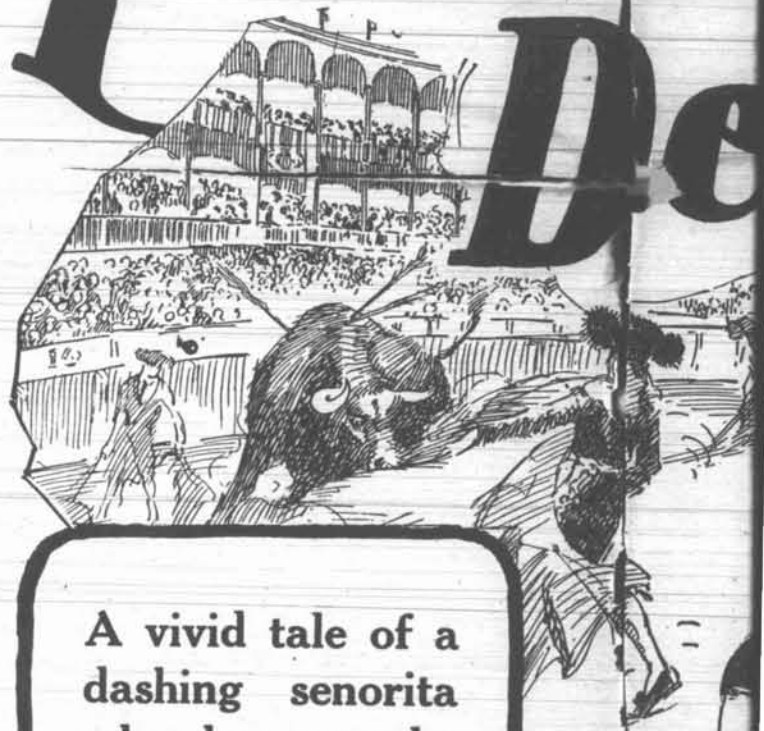
"The Flame of Life," "The White Tiger," "The Storm Daughter," "The Virgin of Stamboul," "The Wildcat of Paris" and "Outside the Law" are some of her most notable successes.

As Dolores in "The Siren of Seville" Miss Dean gives the greatest performance of her career. This is the first of her own productions, and she has put her heart and soul and her boundless energy into it. She is every inch the fiery, exotic idol of the City of Bullfights—a vibrant and vivid woman who loves and fights for that love with all the ardor of the Latin temperament.

## The Empress of Elements

Hunt Stromberg and Charles R. Rogers

# Priscilla Dean



A vivid tale of a  
dashing senorita  
who became the  
idol of Spain for  
the sake of her  
toreador sweet-  
heart.

Story Written Es-  
pecially for Miss  
Dean by the emi-  
nent author H. H.  
Van Loan.

# SIREN SEVILLE

Entire Production Under Personal Supervision of  
HUNT STROMBERG

At the CAPITOL THEATRE

## DRAW THEM WITH A SLIDE



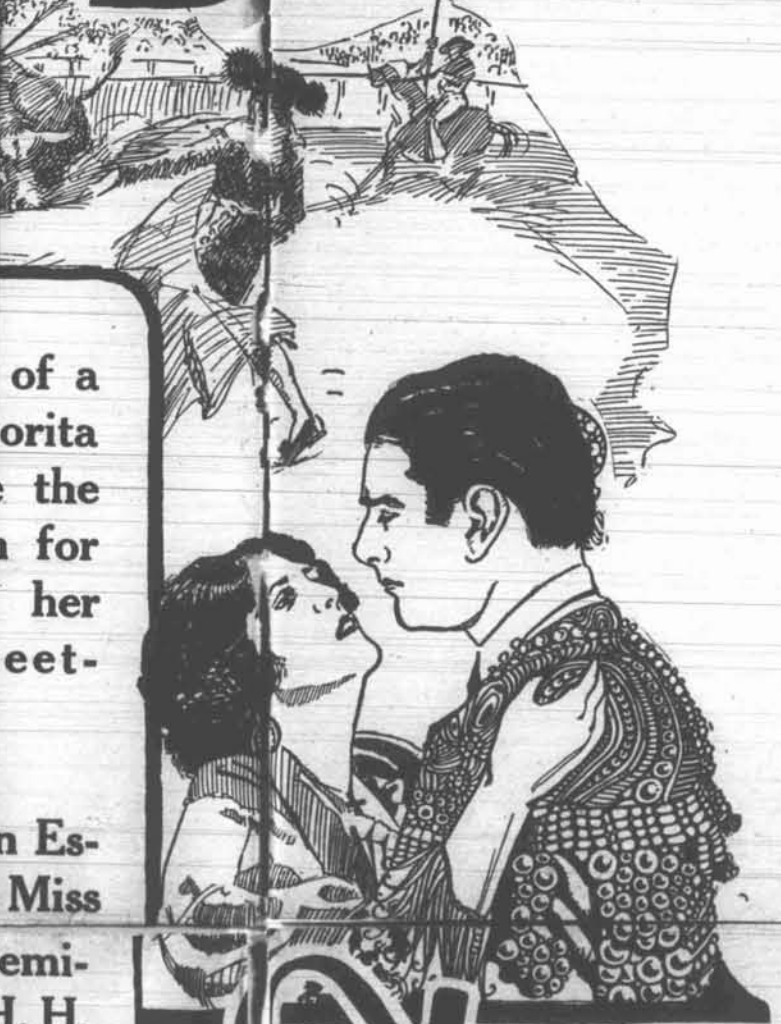


# ty—Titanic In Its Thrills— Sweeping On to a Great Climax

s of Elemental Emotions!

mborg and Charles R. Rogers Present

# Priscilla Dean



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# IN "The SIREN OF SEVILLE"

roduction Under Personal Supervision of  
HUNT STROMBERG

## Easy Exploitation That Gets Results

### The Star:

Priscilla Deaz is unique. Don't forget that. There is no other star just like her in the films. Exotic, fiery, dynamic, lovely, appealing—everything that the American public admires and seeks in their screen heroines is embodied in her portrayals.

"The Virgin of Stamboul," "The Wildcat of Paris" and "Outside the Law" were a trio of money-makers as great as any star ever made. If you played them you know the truth of such a statement. "The Siren of Seville" will go them all one better, for in it Priscilla Dean gives the greatest performance of her career.

Cash in on Priscilla's achievements by giving her name the advertising space it deserves.

### The Great Box-Office Title

"The Siren of Seville" and Priscilla Dean. That's a combination of names to conjure with.

"The Siren of Seville" is euphonious. It lends itself perfectly to your advertising and exploitation. When connected with Priscilla Dean it is not super-sexy or lurid. But it is intriguing. It suggests action and romance and thrills and color and entertainment! And the picture itself backs up all that the title promises.

Make the most of a good thing. Take billboard space before your play date for just the name of the star and the title in flaming letters.

### The Author

"The Siren of Seville" was written especially for Miss Dean by H. H. Van Loan, well-known story writer and author of "The Virgin of Stamboul." Mr. Van Loan's name to a story means that it possesses every ingredient of good entertainment, so be sure that his name appears on your advertising.

### The Cast:

A brilliant cast appears in support of Miss Dean. Particularly Allan Forrest, last seen as Mary Pickford's leading man in "Dorothy Vernon of Haddon Hall," and Stuart Holmes, one of the best "heavies" on the screen, have a large following, so don't fail to have their names on your announcements.

### Prologue:

Spanish dancing would make a colorful and fitting prologue. Set your stage as a cafe and have a girl do a dance of the Carmen variety. You might also have a couple dance a tango.

### Lobby:

Decorate your lobby with palms, gaily colored streamers and lights, and cutouts from the posters. It's the gay, vivid atmosphere that you want to get across.

### DANCE HALL TIE-UPS

#### Tango:

If there is a dance-hall in your neighborhood co-operate to conduct a "Siren of Seville" tango-contest. Offer prizes for the winners and passes to those who get honorable mention. By the process of elimination the three best couples could be chosen and the final winners picked from the stage of your theatre. This always arouses much interest.

#### "Siren of Seville" Dance:

Another good dance stunt would be to get the dance-hall to hold a "Siren



One-Col. Star Cut No. 1

### Catchlines

Priscilla Dean, "The Empress of Elemental Emotions," in the greatest role of her brilliant career.

Dynamic Priscilla Dean in a vivid passionate characterization that surpasses in emotional intensity anything she has ever done.

Like tigresses they fought—Dolores, the Siren, and Ardita, the dancer, while the life of the man whom they both loved hung in the balance.

Unflinchingly she faced the charging bull, to save the life of her toreador lover.

Flaming with the Passion of Old Spain. . . Throbbing with the Romance of a thousand Love-Mad Nights . . . the glorious story of a primitive woman and a sacrifice that thrilled a Nation!

### Novelty Shops and Jewelers:

Both Miss Dean and Miss De Lorez also wear a variety of earrings, necklaces and Spanish combs that show up very well on the stills. Undoubtedly the jewelers and novelty shops in your neighborhood have jewelry similar to that worn by these players, and will be glad to make a window display with a card reading: "Priscilla Dean wearing the . . . earrings in her latest picture, 'The Siren of Seville,' now playing at the . . . Theatre."

# CAPITOL

# PRISCILLA DEAN in



Hollywood. Her bizarre personality has captured the fancy of the inhabitants of filmland quite as effectively as it has screen fans.

Her striking performance as the gypsy companion of the king in Elinor Glyn's "Three Weeks" is responsible for her immediate recognition. To quote Mrs. Glyn, "Claire de Lorez is the most voluptuous woman in the films. She has to a superlative degree that intangible quality of the lover, indispensable to screen heroines and heroes, that something beyond mere looks or the attribute commonly known as 'appeal' which makes Peggy Hopkins Joyces, Gloria Swansons and Rudolph Valentinos."

Claire de Lorez is a San Francisco girl. Upon her graduation from Madame's Academy of the Sacred Heart, she entered the University of California, later completing a special course at the California Institute of Art.

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tures with the old Biograph Company following wide experience in stock, vaudeville and Broadway shows dating back to when she was but two years of age.

Her early tutor was her mother, May Preston Dean, formerly one of the leading stars of the theatrical world.

Carl Laemmle saw several of Priscilla's earlier efforts, and, recognizing her latent ability, he induced her to join his players at Universal City. She started playing major parts and leading roles in comedies, serials and features, and her success came steadily on a tide of continuous public praise.

Among her greatest starring vehicles are "The Conflict," "Wild Honey," "Drifting," "Reputation," "Under Two Flags" and "Outside the Law," in which she thrilled the movie patrons of the entire world.

In the several years in which she has been a star each of her productions has been a greater triumph than the preceding one.

"The Flame of Life," "The White

women of history. This may partly account for her rapid rise in the silent drama. Although only a newcomer in Hollywood, with but six pictures to her credit, her progress has been unbelievable. Within a year her stipend has gone from \$50 to \$500 a week.

In "The Siren of Seville," Priscilla Dean's first Hunt Stromberg production, which is now being shown at the ..... Theatre, Miss de Lorez has the outstanding role of her meteoric career.

Tiger," "The Storm Daughter," "The Virgin of Stamboul," "The Wildcat of Paris" and "Outside the Law" are some of her most notable successes.

As Dolores in "The Siren of Seville" Miss Dean gives the greatest performance of her career. This is the first of her own productions, and she has put her heart and soul and her boundless energy into it. She is every inch the fiery, exotic idol of the City of Bullfights—a vibrant and vivid woman who loves and fights for that love with all the ardor of the Latin temperament.

## DRAW THEM WITH A SLIDE



## MAIL CAMPAIGN LETTER

Dear Sir: (or Madam)

The Wildcat of Paris is back!

Priscilla Dean, the "Empress of Elemental Emotions," will be at the ..... Theatre for ..... beginning ..... in "The Siren of Seville," a multi-colored, high-powered romance of sunny Spain—the greatest photoplay of her career.

Miss Dean is seen in a vivid, passionate characterization that surpasses in emotional intensity the role of the immortal Carmen.

Picturesque Seville, rich in adventure, intrigue and the conflict of elemental passions is the locale of this pulse-quickening exotic drama which eclipses anything of its kind in the history of the photoplay.

Because I know that you are one of those who appreciate really great things in motion pictures, I am telling you of this in ample time so that you may save a date for it.

Cordially yours,

MANAGER.

A vivid tale of a dashing senorita who became the idol of Spain for the sake of her toreador sweetheart.

Story Written Especially for Miss

Dean by the eminent author H. H. Van Loan.

# SIREN SEVILLE

Entire Production Under Personal Direction of  
HUNT STROMBERG

At the CAPITOL THEATRE

Three-Column Ad

## Advance Shorts for Newspaper

When Priscilla Dean began work on "The Siren of Seville," the great special which comes to the ..... theatre next ..... her make-up kit was crammed with good luck wires. The wishes came true, for in this picture she gives the greatest performance of her career.

"The Siren of Seville" was written especially for the star by H. H. Van Loan, and it gives her the colorful and sparkling role of a hoydenish Spanish senorita who loves and fights for that love with all the ardor of her race. Inasmuch as Van Loan was the author of "The Virgin of Stamboul," one of Miss Dean's most popular triumphs, much is expected of this new Dean production.

Jerome Storm and Hunt Stromberg directed.

Jerome Storm, who directed Priscilla Dean in "The Siren of Seville," the great production which comes to the ..... theatre for a ..... run ..... is among the best directors in the industry. He is perhaps best known for his direction of twelve of Charles Ray's most popular Ince productions, and recently directed "St. Elmo" for Fox and "Children of Jazz" for Paramount.

Allan Forrest, fresh from his triumphs as Mary Pickford's leading

man in "Dorothy Vernon of England," appears opposite Priscilla Dean in "The Siren of Seville," Hunt Stromberg Production which comes to the ..... theatre next .....

Stuart Holmes, Claire de Lorez, Bert Woodruff and Matthew ... other members of the splendid cast now being assembled at the Ince studios, where "The Siren of Seville" will be filmed.

"The gamest girl in pictures," That's what they called Priscilla Dean around the Thomas Edison studios when she was making "The Siren of Seville," which comes to the ..... theatre next .....

Her fights with Claire de Lorez, "masterpieces of action," add no less an authority than her own. But, according to the reports, they left "masterpieces of blue spots" on various parts of her anatomy.

In her wrestling match with a trio of "domesticated bulls," she added some new scratches and sore joints to her ever-increasing list of casualties.

"The gamest girl in pictures," exclaimed Priscilla Dean between applications of liniment to her court plaster. "The same pictures, you mean!"





# IN "The SIREN OF SEVILLE"

Production Under Personal Supervision of  
HUNT STROMBERG

OL THEATRE—all this Week

Three-Column Ad Cut No. 5

## Parts for Newspaper Use

man in "Dorothy Vernon of Haddon Hall," appears opposite Priscilla Dean in "The Siren of Seville," her first Hunt Stromberg Production, which comes to the ..... theatre

Stuart Holmes, Claire de Lorez, Bert Woodruff and Mathew Betz are other members of the splendid supporting cast now being assembled at the Ince studios, where "The Siren of Seville" will be filmed.

"The gamest girl in pictures!" That's what they called Priscilla Dean around the Thomas H. Ince Studios when she was making "The Siren of Seville," which comes to the ..... theatre next

Her fights with Claire de Lorez are "masterpieces of action," according to no less an authority than Stromberg himself. But, according to Priscilla, they left "masterpieces of black and blue spots" on various portions of her anatomy.

In her wrestling matches with a trio of "domesticated bulls" the star added some new scratches, bruises and sore joints to her ever growing list of casualties.

"The gamest girl in pictures—humph!" exclaimed Priscilla in between applications of liniment and court plaster. "The lamest girl in pictures, you mean!"

## GIVE THESE TO THE ANSWER MAN

Pronto: Priscilla Dean's latest picture is "The Siren of Seville" a gorgeous spectacle laid in the city of bull-fights. 'Tis said it is even better than "The Virgin of Stamboul," "The Wildcat of Paris" or any of her former triumphs. I agree with you that Miss Dean is one of the most unique actresses on the screen. She has an individuality, a dynamic vitality, a combination of tigerishness and feminine appeal that are rare. You can address her in care of the Thos. H. Ince studios at Culver City, California.

Sahara: Allan Forrest is his name. The latest picture in which he appears is "The Siren of Seville" in which he has the leading masculine role opposite Priscilla Dean. Allan has brown eyes. You'll be able to see "The Siren of Seville" soon because it's coming to the ..... Theatre. I assure you he makes a most engaging toreador.

Grrrr: The next time you growl at me in that manner I'll bite in self-defense. Yes Stuart Holmes plays in "The Siren of Seville," starring Priscilla Dean. He is the "heavy" as usual—a Spanish villain this time. It is one of the best characterizations of his career.

Ah-Me: The enchanting lady is Claire de Lorez, the latest prize vamp. She plays an important part in "The Siren of Seville," the mammoth production starring Priscilla Dean.

Dean. That's a combination of names to conjure with.

"The Siren of Seville" is euphonious. It lends itself perfectly to your advertising and exploitation. When connected with Priscilla Dean it is not super-sexy or lurid. But it is intriguing. It suggests action and romance and thrills and color and entertainment! And the picture itself backs up all that the title promises.

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## The Cast:

A brilliant cast appears in support of Miss Dean. Particularly Allan Forrest, last seen as Mary Pickford's leading man in "Dorothy Vernon of Haddon Hall," and Stuart Holmes, one of the best "heavies" on the screen, have a large following, so don't fail to have their names on your announcements.

## Prologue:

Spanish dancing would make a colorful and fitting prologue. Set your stage as a cafe and have a girl do a dance of the Carmen variety. You might also have a couple dance a tango.

## Lobby:

Decorate your lobby with palms, gaily colored streamers and lights, and cutouts from the posters. It's the gay, vivid atmosphere that you want to get across.

## DANCE HALL TIE-UPS

### Tango:

If there is a dance-hall in your neighborhood co-operate to conduct a "Siren of Seville" tango-contest. Offer prizes for the winners and passes to those who get honorable mention. By the process of elimination the three best couples could be chosen and the final winners picked from the stage of your theatre. This always arouses much interest.

### "Siren of Seville" Dance:

Another good dance stunt would be to get the dance-hall to hold a "Siren of Seville" dance. This is most appropriate as both "the Siren" and her rival Arditia are dancers. The dance should be held in Spanish dress and prizes given for the best costumes. There might also be competitive Spanish dancing (with castanets, tambourine, etc.), the winner being chosen "The Siren" for the evening.

## Siren Stunts:

If there is a siren in the vicinity of your theatre perhaps you could arrange to have it blow at intervals. This would arouse curiosity which would be satisfied by either the announcement on your theatre marquee or the following throw-away which could be given out: "Something to bellow for! 'The Siren of Seville,' Priscilla Dean's greatest picture now playing at the ..... Theatre."

If there isn't a siren in your neighborhood perhaps you could get some sort of siren or whistle at your theatre.

You might use the siren idea as a ballyhoo by having an automobile carrying signs telling of the picture go through the city streets blowing the horn.

## WINDOW DISPLAYS

### Department Stores:

As Spanish shawls are very much in vogue at the present time, and as both Priscilla Dean and Claire De Lorez wear them in the picture, you should have no trouble in getting the department stores and women's shops to make window displays of these with stills and a card saying something like "Hand embroidered Spanish shawl worn by Priscilla Dean in her greatest picture, 'The Siren of Seville,' now playing at the ..... Theatre.

One-Col. Star Cut No. 1

## Catchlines

Priscilla Dean, "The Empress of Elemental Emotions," in the greatest role of her brilliant career.

\* \* \*

Dynamic Priscilla Dean in a vivid passionate characterization that surpasses in emotional intensity anything she has ever done.

\* \* \*

Like tigresses they fought—Dolores, the Siren, and Arditia, the dancer, while the life of the man whom they both loved hung in the balance.

\* \* \*

Unflinchingly she faced the charging bull, to save the life of her toreador lover.

\* \* \*

Flaming with the Passion of Old Spain. . . Throbbing with the Romance of a thousand Love-Mad Nights . . . the glorious story of a primitive woman and a sacrifice that thrilled a Nation!

## Novelty Shops and Jewelers:

Both Miss Dean and Miss De Lorez also wear a variety of earrings, necklaces and Spanish combs that show up very well on the stills. Undoubtedly the jewelers and novelty shops in your neighborhood have jewelry similar to that worn by these players, and will be glad to make a window display with a card reading: "Priscilla Dean wearing the ..... earrings in her latest picture, 'The Siren of Seville,' now playing at the ..... Theatre."

## CAPITOL

PRISCILLA DEAN in



"The SIREN OF SEVILLE"

In Which a Daring Senorita Risks Many Things for Love.

THE LAST WORD IN TEMPESTUOUS HISTRIONIC ART!

Story by

H. H. VAN LOAN

Entire Production Under Personal Supervision of Hunt Stromberg.

ALL WEEK

One-Column Ad Cut No. 2



# Paper That Spells Co



ONE SHEET POSTER 1A



TWENTY-FOUR SHEET POS



THREE SHEET POSTER 3A

*Posters and  
Displays  
That Carry the  
Lure of  
Sunny Spain  
With Its  
Exotic Romance*



SIX SHEET POSTER



**INSERT CARD**  
14 x 36  
which can be used in  
many different ways





# Sells Color and Action



WENTY-FOUR SHEET POSTER



ONE SHEET POSTER 1B



SIX SHEET POSTER

*Striking the Eye  
and  
Appealing to  
the Emotions,  
This Paper  
Will  
Line 'Em Up!*



THREE SHEET POSTER 3B

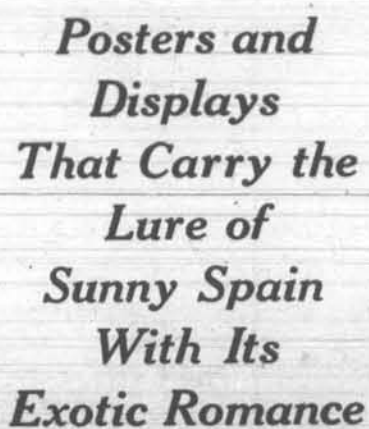
## INSERT CARD

14 x 36

which can be used in  
many different ways







SIX SHEET POS



**SET OF EIGHT COLORED LOBBY CARDS**



**COLORED LOBBY CARD (22"X28")**

**INSERT C.**  
**14 x 36**

which can be  
many different







*Striking the Eye  
and  
Appealing to  
the Emotions,  
This Paper  
Will  
Line 'Em Up!*



## INSERT CARD

14 x 36

which can be used in  
many different ways



BEAUTIFUL LOBBY CARDS (EACH 11"X14")



COLORED LOBBY CARD (22"X28")



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